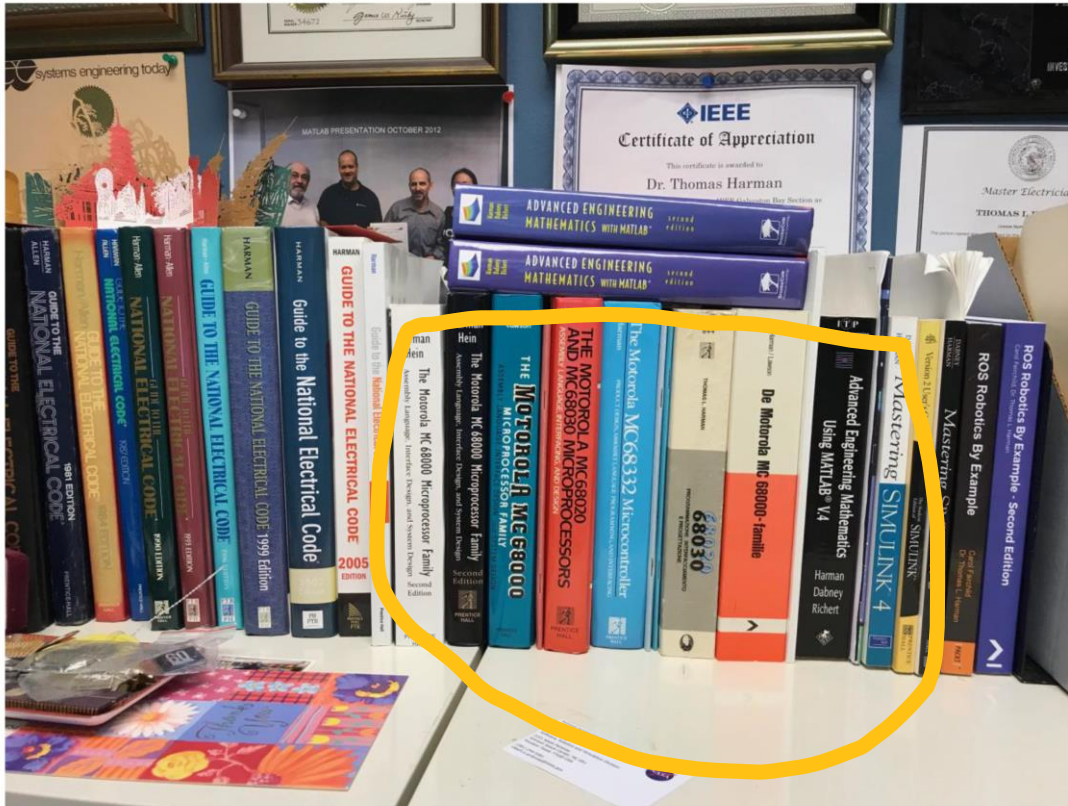


### Motorola 68000 oral history panel : development and promotion

<https://www.youtube.com/watch?v=UaHtGf4aRLs>



**My Motorola Books - 68000/68020/68030/68332 In other languages also!**

## Catalog Number

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## Type

Document

## Description

Members of the management, design, manufacturing, and marketing teams responsible for Motorola's 68000 family of microprocessors and peripheral products discuss the evolution of their activities from the 1970s through the 1990s. **The 68000 microprocessor line was critical to emergence of the workstation class of computer systems as well as to Apple Computer's line of personal computers across the 1980s.** Murray Goldman, the executive who lead this segment of Motorola, describes the background for and strategy surrounding the 68000 effort. Thomas Gunter, who directed the 68000 program, provides a detailed technical accounting of the developments. Jack Browne, who led the marketing function, describes the importance of customer interactions. Bill Walker, who led the manufacturing function, details the hurdles faced in fabricating the 68000 family. Van Shahan, a member of the design team, lends important perspectives on the changes that the 68000 helped bring about from the era of centralized computing to decentralized and personal computing.

Supervisor and user mode

16/32 Bits / Linear Addressing Space

## Date

2007-07-23

## Contributor

Brock, David C., Editor

Browne, Jack, Interviewee

Goldman, Murray, Interviewee

Gunter, Thomas, Interviewee

House, David, Moderator

Shahan, Van, Interviewee

Walker, Bill, Interviewee

## Subject

Motorola Inc.; Goldman, Murray; Gunter, Thomas; Browne, Jack; Walker, Bill; Shahan, Van; Apple Computer, Inc.; Jobs, Steven, 1955-; Motorola 68000; semiconductor history; Apollo Computer (Firm); Sun Microsystems, Inc.; Hewlett-Packard; General Motors; Microcontrollers; Semiconductor manufacturing processes; Logic design; Design practices; Toshiba Corporation; Manufacturing practices; Digital Equipment

Corporation (DEC); minicomputers; IBM; IBM PC; Apple Computer, Inc.; Apple Lisa (Computer); Zilog, Inc.; Z80; Radio Shack; Tandy Corporation



**102658164-05-01-acc.pdf**

**(//archive.computerhistory.org/resources/access/text/2012/04/102658164-05-01-acc.pdf)**



<https://spectrum.ieee.org/chip-hall-of-fame-motorola-mc68000-microprocessor>

[https://en.wikipedia.org/wiki/Motorola\\_68000](https://en.wikipedia.org/wiki/Motorola_68000)